



Design Specifications for Signage Placards

1. Placards are required to be 48" wide x 11.5" tall and be on minimum .030 mil substrate magnetic material.
2. Use standard and easy to read fonts, such as Arial or Times New Roman. Do not use script or decorative fonts as they are difficult to read. Do not use shadow effects or outlines around lettering. This makes the text hard to read from a distance.
3. Make sure that there is high contrast between the solid background color and the text color. If using a white background, make sure the text is dark in color. If using a colored background, make sure the text is white or very high contrast. Do not use fade effects for the background.
4. No more than 2 lines of text, a header line and a details line.
5. The header line text should be at least 5.5" in height. The details line text should be at least 3" in height.
6. Make the message as short and generic as possible so it's easy to read and allows you to use the placards from year-to-year if desired. For example, don't put event dates/times, etc. Refer readers to your website. Remember, they will only have a few seconds to capture the information you are providing as they drive by.
7. A simple graphic may be used and should be placed on the left hand side of the placard.
8. Order your placards with rounded corners as this will increase their life span.

Placard Samples



Your Event Name Here
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